

2016 POLITICAL FALL SPENDING

WTHI-POL-COMMITTEE TO ELECT JUDGE JOHN ROACH

CONTRACT NUMBER	DATES OF CONTRACT	# OF SPOTS	GROSS OWED	TOTAL (15%) COMMISSION	NET COST	PROD. COSTS	NET OWED	NET RECEIVED	DIFF IN TOTALS	CHECK #
954780	10/24-11/7	9	\$ 1,650.00	\$ 247.50	\$ 1,402.50		\$ 1,402.50	\$ 1,402.50		1096
										4730



WTHI
800 Ohio Street
Terre Haute, IN 47807
(812) 232-9481

CONTRACT

<u>Contract / Revision</u> 954780 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/24/16 - 11/07/16		<u>Estimate #</u>
<u>Advertiser</u> POL/Committee to Elect Judge John Roach		<u>Original Date / Revision</u> 10/14/16 / 10/14/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WTHI	<u>Account Executive</u> WTHI Political House	<u>Sales Office</u> Terre Haute Loc
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

POL/Committee to Elect Judge John Roach
1421 South Center
Terre Haute, IN 47802
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTHI	10/24/16	11/07/16	News 10 M-F	6a-7a		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/24/16	10/30/16	MTWTF--				2	\$150.00				
	Week:	10/31/16	11/06/16	MTWTF--				2	\$150.00				
	Week:	11/07/16	11/13/16	M-----				1	\$150.00				
N 2	WTHI	10/31/16	11/07/16	News 10 Midday	12p-1230p		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/16	11/06/16	MTWTF--				1	\$200.00				
	Week:	11/07/16	11/13/16	M-----				1	\$200.00				
N 3	WTHI	10/31/16	11/07/16	News 10 at 5p 5-530p	5-530p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/16	11/06/16	MTWTF--				1	\$250.00				
	Week:	11/07/16	11/13/16	M-----				1	\$250.00				
Totals								0.00				9	\$1,650.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/16 - 10/31/16	3	\$450.00	(\$67.50)	\$382.50
11/01/16 - 11/07/16	6	\$1,200.00	(\$180.00)	\$1,020.00
Totals	9	\$1,650.00	(\$247.50)	\$1,402.50

Signature: _____ **Date:** _____

TLRoach@aol.com

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WTHI/ETHI Terre Haute, IN

Date:

10.11.16

I, John T. Roach and Committee to Elect Judge John Roach,

being/on behalf of: John T. Roach,

a legally qualified candidate of the Democrat

political party for the office of: Judge, Vigo Superior Court Div. 1

in the General

election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

by:

Committee to Elect Judge John Roach to Vigo Superior Court Div. 1

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Tammy L. Roach

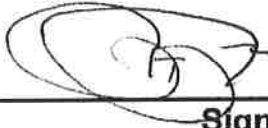
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/10/2016

Date



Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Signature

Printed Name

Nick Telezyn

Title

GSM



Judge John Roach

Author: Nick Telezyn

Schedule Date: 10/24/2016 - 11/8/2016
Spot Length(s): :30

Acct. Exec: Nick Telezyn
Phone #: 812-514-7340
FAX #: 812-232-8953
Email: ntelezyn@wthitv.com
Web Site: www.wthitv.com

WTHI TV AND MYFOX10 are the ONLY STATIONS to subscribe to NIELSEN. Other station estimates may not reflect local viewing

Flight Dates: 10/24/2016-11/8/2016

Program Time	Spot Length	OC 24	OC 31	NO 7	DMA P18+ RTG	DMA HH RTG	W k s	Rate Spots
WTHI								
News 10 This Morning Mo-Fr 6:00a-7:00a	:30	2	2	1	5.2	8.3	3	\$150.00 5
Run Dates: 11/29/2010-12/31/2036								
News 10 Midday Mo-Fr 12:00p-12:30p	:30	--	1	1	7.0	11.7	2	\$200.00 2
Run Dates: 11/29/2010-12/31/2036								
News 10 at 5pm Mo-Fr 5:00p-5:30p	:30	--	1	1	5.3	9.1	2	\$250.00 2
Run Dates: 11/29/2010-12/31/2036								
ETHI								
NEWS 10 ON FOX Mo-Fr 10:00p-10:30p	:30	--	--	1	3.2	3.9	1	\$250.00 1
Run Dates: 12/13/2011-12/31/2036								
SUN NEWS 10 ON FOX Sun 10:00p-10:30p	:30	1	1	--	3.6	4.9	2	\$200.00 2
Run Dates: 12/13/2011-12/31/2036								

Total Cost: \$2,300.00

General Summary (DMA P18+ D.RTG)

Name	Spots	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq	Eff Reach	Net Reach	Pop
WTHI	9	\$1,650.00	50.6	127.3	\$32.61	\$12.96	34.6	1.5	10.3	87,290	252,434
ETHI	3	\$650.00	10.4	26.4	\$62.50	\$24.62	6.1	1.7	0.0	15,355	252,434
TERRE HAUTE	12	\$2,300.00	61.0	153.7	\$37.70	\$14.96	38.6	1.6	13.4	97,335	252,434

2300
 800

 3100
 - 465 (-15%)
 \$2635